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CASE POSTALE - 1001 LAUSANNE

INTER-OFFICE CORRESPONDENCE

TO: A. Gambler, H. Gaish,
FROM: Stig Carlson
SUBJECT: EEMA HQ needs from Science & Technology

DATE: September 5, 1991
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STRICTLY CONFIDENTIAL

Gentlemen,

Pursuant to our meeting of last Monday, I summarise the position of the EEMA CA unit as to our strategic approach to ETS related issues.

- Next to fiscal issues such as taxation levels, import duties and restrictions, trade margins, etc, the ETS driven threats form the biggest challenge for Corporate Affairs in the next 5 year period.

It is our belief that we must continue to focus on:

1. Correcting the existing misproportion of issues in society (see H. Gaisch's presentation of misinterpretation of ETS);
2. Offering tangible, practical and lasting solutions for smoker and non-smoker relations; and
3. Working gradually to improve the social acceptability of our consumers and our industry.

The question is - how, and via whom?

At a PMI initiated ETS meeting in Brussels last week we received confirmation that we have a fair amount of interesting resources in place; scientists, allies in the political and technical fields, media briefing programs, PR agencies, industry spokespersons, etc. But we do not always have a coherent and synergistic plan for using these resources in a practical way. In certain instances we seem to have resources which Corporate Affairs HQ has, until now, not even heard about. I have held a separate meeting with the main ETS markets in EEMA; i.e. Scandinavia/Finland, and Switzerland, as well as with Philippe Grandjean and Michael Parsons. The following list of concrete requests for services from Science and Technology reflects both the EEMA CA HQ thinking, and the specific market needs.

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It is our belief that, with time running out and the fiscal issues demanding ever increasing attention from our staff, we should not invest in totally new, global ally programs, but aim at improving and using the existing resources. - We are thus not in favour of creating a new, international "alternative WHO", but to make optimal use of existing resources.

A. Central services / HQ

1. Provide CA with constant information regarding:
 - a. ETS / scientific arguments to be used in Government and Media relations work;
 - b. existing expert spokespersons / authors available for our media relations work;
 - c. indirect contact channels available (to Health Ministries, key politicians, etc.) via expert groups.
2. Having received precise objectives, and message briefings from EEMA CA, arrange ETS presentations to Swiss / Brussels based EEMA journalists, as well as VIP visitors to Lausanne.
3. Assist our CA units in driving, via 3rd party experts and media, the setting of acceptable ventilation and building standards, and workplace environment standards in key markets.
4. Inform CA about ongoing/upcoming scientific work which will have practical relevance to Government and Media Relations planning.

Requirements:

1. Improved coordination between EEMA CA and S & T for coherent presentations.
 - CA must inform S & T continuously about its objectives and priorities. - Upcoming presentations to HQ visitors must be agreed in advance as to main messages, length of presentation, etc.
2. Presentations at S & T must stick to pre-agreed topics, in order to avoid uncontrolled discussions with media and VIP's.

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3. S & T personnel should be part of the ongoing spokesperson training developed for line management and CA staff.
4. The immediate needs are presentations to incoming guests, including:
 - Swiss based international correspondents
 - Lausanne/Geneva/Neuchatel based journalists
 - US Ambassador & VIP guests in December, and WWF management.

B. Nordic Area

1. Finnish union trip is now scheduled to middle of November. The visit is for the first time combined with other targets, like Jacobs Suchard, and Imperial College in London in addition to S & T, upon a request from Amer. We thus require a possibility to coordinate the messages of the Neuchatel briefings with other destination briefings.
2. PM HQ/ Neuchatel presents ETS facts in Copenhagen in connection with a tour for younger Nordic journalists to the KGFI facilities. - End November 1991.
3. ETS briefing tours for journalists representing all the Nordic Countries to FTR (and Imperial College) late 1991/early 1992, pre-empting the EPA publicity.
4. A pilot ETS briefing tour to Neuchatel for labour leaders, featuring picked Danish union people. The presentation must focus on concrete solutions at workplaces. - March 1992 at the latest.

Recommendations:

PM Nordic area would strongly recommend to have the presentations shortened to max. 2 hours, and we would also recommend a stricter concentration of the messages conveyed to the attending journalists. We suggest an overview of the presentation that is used today, with the best parts such as convincing ETS argumentation and some of the best videos remaining, but with a very short (2-3 min.) part on the Primary Issue.

C. Switzerland

1. Briefings/discussion on Primary ETS/IAQ issues to:
 - journalists
 - health/occupational health authorities
 - allies (opinion leaders/politicians)

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2. On-going assistance in the form of:
 - PM representation in the NMA scientific committee
 - consultancy on scientific issues raised e.g. within the Federal Tobacco Commission or by press articles which call for a reaction.
3. Active participation in the frame of the initiated collaboration with Swissair, Balair, and Swiss railway companies.
4. Identification and contact with Swiss scientists and experts for ETS/IAQ related matters (industry and academic circles).

Requirements:

The Swiss CA unit wishes that:

- a) we have more hand-outs at the presentations;
- b) the accompanying documentation can be tailor-made to different target groups;
- c) the availability of a short version (max. 30 min.) of the ETS presentation;
- d) training of new spokespersons for better availability of presentations.

D. EEMA / Brussels unit

1. An on-going need to brief visiting journalists on ETS issues. - Main target is international EEMA journalists residing in Brussels.
2. Work as a resource for briefing Brussels based politicians / civil servants who accept a scientific ETS briefing in Neuchatel.

Requirements:

1. Upgrading of the audio-visual aspects of the presentation;
2. Agreement on what videos are approved for use;
3. Agreement on how the primary issue is to be handled if, or rather when, it is raised.
4. Spokesperson training for all members of the S & T team who are authorised to give the briefing;

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5. Provision of take-away documentation on ETS issues (PMI has promised assistance);
6. We all need to agree on follow-up discipline. Journalists may not become really interested in ETS until weeks or even months after their visit. Perhaps they could be put on a mailing list so they can be sent briefings on new developments, e.g. EPA, as they arise.

E. EEMA HQ / line management for Central and Eastern European Markets

1. Via 3rd party experts, in cooperation with EEMA CA and in-market PR agencies, place positive ("solutions") material in press and electronic media;
2. Hold ETS briefings in Neuchatel and Lausanne for GR and MR guests from Poland and after Central / Eastern European markets;
3. Assist, via PR agencies, in responding to adverse media.

Regards,

for Stig G. Carlson
signed in his absence

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